



## DAVID H. WAGNER

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### PROFESSIONAL EXPERIENCE

#### **THE MICHAELS COMPANIES, Irving, Texas • March 2019 – Present**

**Director, Business Development:** Led and managed a team of three responsible for researching market insights, business opportunities, industry trends, competing organizations, customer demographics and new technologies to identify, prioritize, pursue, launch and operate new business growth initiatives.

- Developed the business case for the new MichaelsPro B2B channel worth an estimated \$500M over 5 years, coordinating cross-functionally, and secured executive approval and launched the business in August 2020 delivering over \$16M in FY20.
- Managed the integration of the \$58M AC Moore asset acquisition across all functions delivering over \$90M in sales benefit in FY20.
- Owned the P&L and led the expansion of Michaels' Amazon marketplace business to \$2M+ in 1 year.
- Managed the launch of the UPS access point partnership rolling out to over 1,200 stores in two months coordinating operational and marketing support to drive customer awareness and adoption.
- Led due diligence efforts, owned and delivered additional partnerships with Affirm, Instacart, Purolator (Canada) and Glowforge.

#### **NEIMAN MARCUS GROUP, Dallas, Texas • October 2016 – November 2018**

**Director, Strategy:** Developed and delivered strategic support for the company's executive leadership team. Crafted, executed and monitored the company's long-term strategic plan. Executed strategic growth projects. Analyzed international growth opportunities. Explored and launched new business initiatives and partnerships.

- Established long-term company strategic plan with key priorities driven by cross-functional teams. Guided teams in objective setting and project plan development as well as project execution to achieve growth and cost savings goals.
- Developed the early vision and roadmap for bringing Neiman Marcus' unparalleled customer service across channels and specifically to the digital shopper leveraging customer insights and attitudinal research. Established a dedicated team to execute this initiative and continue to serve as an advisor.
- Co-led the cross-functional strategic merchant innovation team to drive top line growth through customer engagement across channels including exclusive designer capsules, experiential zones, and collaborations. Led the exploration, negotiation and launch of the company's new drop ship platform.
- Evaluated growth opportunities including a new marketplace partnership, continued expansion of the MyTheresa international eCommerce business, partnerships to accelerate growth in key international regions, and a key acquisition in the US market.
- Analyzed and supported the realignment of the Last Call off-price business including store closures, headcount reductions and communicating the new go-forward growth strategy.

#### **WAL-MART STORES, INC., Bentonville, Arkansas • March 2013 – October 2016**

**Director, International Strategy:** Delivered strategic support for the international division's executive leadership team. Analyzed business objectives and customer needs. Developed, communicated, built support for, and implemented business strategies, plans, and practices that drove the portfolio strategy. Identified and capitalized on improvement opportunities. Promoted a customer-focused environment.

- Directed the international segment's long-range strategic planning process coordinating and aligning across the executive leadership teams from the ten international markets.
- Led the development of strategic communications for executives to use internally with the board of directors and externally with the analyst community.
- Developed Walmart Japan's 3-year strategic plan partnering with the market president, CFO, and executive team for the 2014-2017 and 2015-2018 planning cycles.

- Evaluated potential acquisition target valued at over \$1B driving the M&A decision by evaluating due diligence, developing strategic rationale, guiding integration planning and compiling the communication to garner board approval to pursue the opportunity.
- Oversaw a consulting team and in-country partners on a project to set the strategic direction for driving the development of a key category globally through vertical integration and effective leverage.
- Managed a team of 4 that delivered cross-functional and cross-market projects including setting annual market investment hurdle rates, analyzing and assessing growth opportunities across Sub-Saharan Africa, deploying a new monthly market P&L performance summary shared across executive leadership, publishing a quarterly global competitor and retail innovation report, and developing an annual market filter that prioritized markets for entry and evaluated the current portfolio of markets.
- Drove the execution of ad hoc projects for senior management including an evaluation of a key competitor's turnaround strategy, an assessment of market share measurement country by country, a white paper on a new approach to global supplier leverage, and the alignment of an internal process for tracking and measuring historic and forecasted net new store square footage growth.

**RENT-A-CENTER, INC., Plano, Texas • January 2011 – March 2013**

**Manager, International Strategic Planning & Business Development:** Delivered strategic direction, project management, and analytical support to the international business development initiatives.

- Codified the new market entry process, developed market valuation models, and executed the Mexico market entry and development plan.
- Enabled continued Mexico market development success by managing business initiative rollouts, facilitating cross-functional team efforts, analyzing business trends and identifying opportunities.
- Led the new market expansion efforts including conducting in-depth market due diligence on several Latin American countries, managing a cross-functional research team, coordinating detailed market investigation trips, and developing a final recommendation for the Board of Directors.

**7-ELEVEN, INC., INTERNATIONAL DIVISION, Dallas, Texas • June 2004 – September 2010**

**Manager, International Strategy & Planning:** Provided subject matter expertise to international C-level executives in strategy and business planning consulting toward development, management and execution of goals across 14 countries impacting approximately \$50B in annual sales. Rapidly rose from International MBA intern to Senior Planning Analyst to International Management position.

- Delivered targeted strategic planning efforts to South China, Hong Kong, Taiwan, Singapore, Malaysia, South Korea, the Philippines, Mexico and Thailand.
- Led strategic, financial, real estate, acquisitions and project management efforts across Taiwan, Thailand, Philippines, South Korea, Hong Kong, South China, Malaysia, Singapore and Mexico.
- Developed expertise in real estate strategy including market development planning and site selection.
- Led market expansion team to Germany and supported the company's entry into the Indonesian market through financial feasibility modeling, project planning and setting the overall strategic approach and direction.

**VANTAGE PARTNERS, LLC, Boston, Massachusetts • August 2000 – July 2003**

**Associate Consultant:** Managed as well as supported client engagements, designing strategic project approaches, shaping overall direction and deliverables.

- Achieved \$1B cost savings for Massachusetts' largest healthcare provider via advanced negotiation and contract management consultation and training.
- Attained \$1M per day savings via development and implementation of host country relationship handbook, preventing potential facility shutdown operating costs in Kalimantan, Indonesia.

**EDUCATION**

**Master of Business Administration**

SMU – Cox School of Business • Dallas, Texas  
 Finance and Strategy • 3.83 GPA • May 2005  
 Edwin L. Cox Distinguished Scholar  
 Beta Gamma Sigma Honor Society

**Bachelor of Arts**

Dartmouth College • Hanover, NH  
 History and Ancient History • 3.44 GPA • June 1999  
 Rower • Radio Disc Jockey • Sports Writer  
 Young Alumni Distinguished Service Award 2013